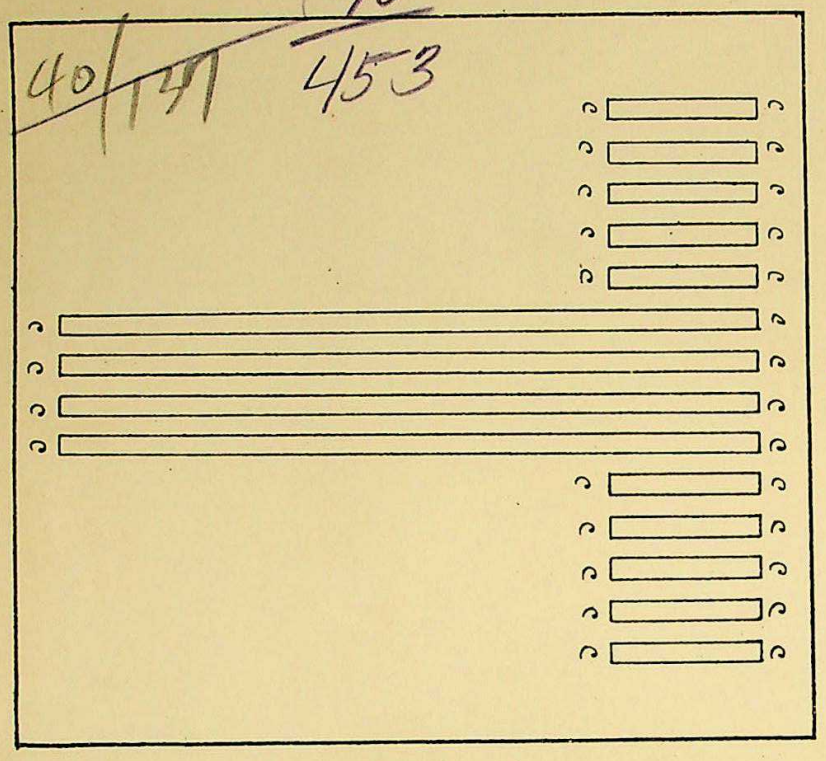
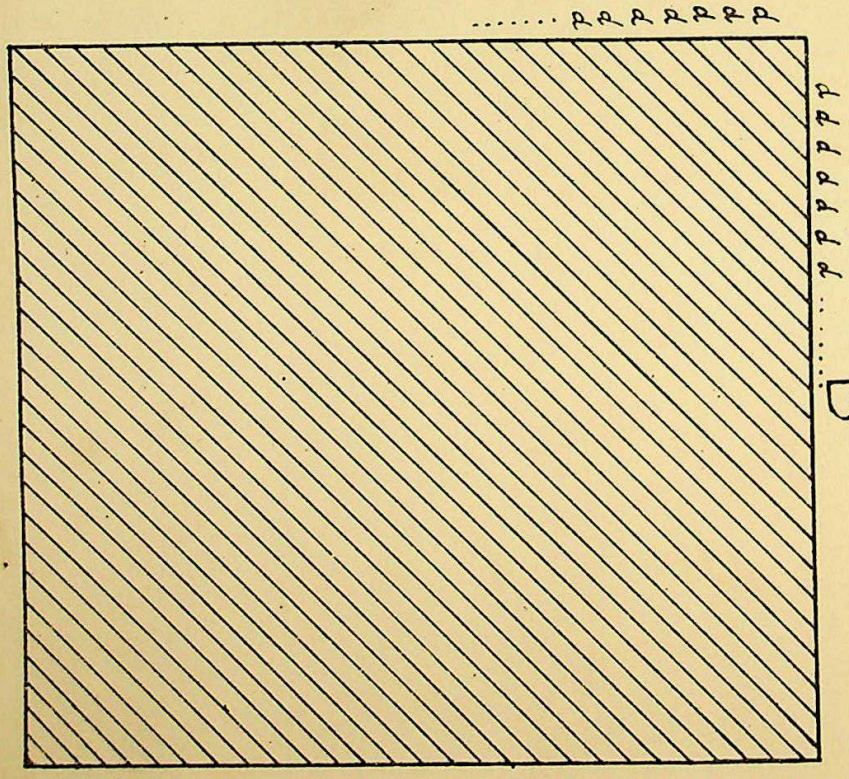
A.D. 1898 May 28. No. 12,178.

ALCOCK'S Complete Specification.

1 SHEET





[This Drawing is a reproduction of the Original on a reduced scale.]

Malby & Sons, Photo-Litho.

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N° 12,178 A.D. 1898

DUPLICATE

Date of Application, 28th May, 1898
Complete Specification Left, 27th Feb., 1899—Accepted, 15th Apr., 1899

PROVISIONAL SPECIFICATION.

A New or Improved Device for Advertising Purposes.

I, FREDERICK ALCOCK, of 5, Muscovy Court, London, E.C., Gentleman, do hereby declare the nature of this invention to be as follows;—

This invention consists in a new or improved device for advertising purposes and consists in the combination of a partially transparent screen with a background at a suitable distance behind the said screen on which background lines are drawn or otherwise produced at such an angle or angles with regard to the general lines of the transparent portions of the screen that to persons walking or moving past the screen there is an apparent movement of the background.

For example the screen may receive cut out or transparent lettering or devices or the letters or devices may have vertical or other slits cut in them through which the background may be seen. The background may then have parallel lines delineated of suitable thickness and at suitable intervals, these lines being straight or curved and so disposed obliquely with regard to the slits in the screen that there is an apparent movement of the background to a person passing in front of the screen.

For use at night or in dark places the background may be wholly or partially of glass illuminated from behind or otherwise to produce the optical effect above mentioned.

Dated this 28th day of May 1898.

HERBERT HADDAN & Co.,
Agents to Applicant.

COMPLETE SPECIFICATION.

A New or Improved Device for Advertising Purposes.

I, FREDERICK ALCOCK, Gentleman, 98, Upper Richmond Road, Putney, S.W., late of 5, Muscovy Court, London, E.C., do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement;—

For purposes of advertisement an apparent motion is produced either in the lettering or design of the advertisement itself or near or about the lettering or design, with a view of attracting attention, such apparent motion being caused by change of position on the part of the spectator.

The effect is produced in the following manner;—

A screen, (A) in the accompanying drawing, is supported in front of a background (B). In the screen are cut apertures or diaphragms (*c c c*) to form the required lettering or design, the background (B) being partially seen through

such slits or apertures. The background presents lines or strips (*d d d*) which may be produced in colors or otherwise. As the spectator changes his position in front of the screen the part of the slot through which he sees a particular line or color becomes changed and the portion of the line or the color thus seen appears to change its position in the slot or diaphragm.

The whole apparatus should be enclosed so that the background is not seen except through the screen.

For use in daylight the top should be open and the background should be inclined at such an angle that the light may fall upon it.

For use at night or in dark situations the background should be illuminated artificially the screen being left unlighted. In either daylight or dark the background may be partially transparent and be illuminated from behind.

The slots or diaphragms in the screen and the lines of the background may be varied in any way, provided that the conditions above described be maintained. The effect may be aided by mechanical movement of the screen or background though this is not claimed as novelty except in combination with the arrangement as above described.

Having now particularly described and ascertained the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is:—

(1) That I have invented a new and improved device for advertising purposes;

(2) That the novelty consists in an apparent movement caused by arranging a screen and a background in such manner that various similar parts of the background, seen successively during change of position of the spectator through different orifices or through different parts of an orifice in the screen, shall present the appearance of a definite and particular part or parts in motion.

Dated this 25th day of February 1899.

FREDERICK ALCOCK.

Redhill: Printed for Her Majesty's Stationery Office, by Malcomson & Co., Ltd.—1899